



# SUSTAINABILITY REPORT

2022



PREPARED BY

HONEYCOMB  
STRATEGIES

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# TRADE SHOW SUMMARY

# attendees: 12,000+

# exhibiting companies: 500+

Dates of the trade show: May 9 – 12th, 2022

Location: Las Vegas Convention Center



## ABOUT

WasteExpo is North America's largest solid waste, recycling and organics industry events. In addition to the expansive exhibit hall, the event features six tracks of educational content including:

**Recycling/Landfill**  
**Technology/Business Development**  
**Fleet Management/Collection**  
**Regulatory/Labor/Training**  
**Anaerobic**  
**Digestion/Composting/Waste**  
**Conversion**  
**Technologies/Zero Waste/Renewable**  
**Energy/Organics Diversion &**  
**Recovery Food Recovery Forum**



# COMMITMENT & APPROACH



WasteExpo understands we have both an opportunity and responsibility to lead the sustainable development of our industry. We also have the potential to go further than our responsibility to deliver our events sustainably. With this understanding and commitment, we design our events to provide a place to work in partnership with our attendees and inspire the sustainable development of the industry. Through this, we have the potential to help foster the connections needed to deliver a sustainable future across a much wider reach.

In 2022 WasteExpo continued our sustainability program focusing efforts into three areas of commitment. These three pledges are Inspiring Sustainable Development, Environmental Responsibility, and Social Responsibility.

## OUR THREE PLEDGES

Inspiring Sustainable  
Development



Environmental  
Responsibility



Social  
Responsibility





# TRADE SHOW IMPACTS

The Las Vegas Convention Center was the host venue for the trade show, breakout sessions, exhibits, and numerous receptions. In addition, Allegiant Stadium was host of the Opening Reception. Partnership with both venues was key to the sustainability program success of the show.



## UTILITIES

The following energy, waste, and water impact metrics are for the LVCC for the duration of the tradeshow from move-in through move-out.

Energy (kWh)*	361,057
Natural Gas (therms)	2,628
Water (gal)	345,414

\*does not include parking lots



# TRADE SHOW IMPACTS

## WASTE

\*recyclables broken down by material.

WASTE STREAM	2022 (LBS)
Single Stream Recycling	N/A*
Cardboard/OCC Mixed Paper	14,120
Compost / Food Scrap	4,800
Plastic	10,660
Aluminum	2,400
Glass	3,340
Wood	2,400
Carpet	25,480
Landfill	40,600
Donation	Waste totters
<b>Total Waste</b>	<b>103,800</b>
<b>Total Diverted</b>	<b>63,200 / 61%</b>

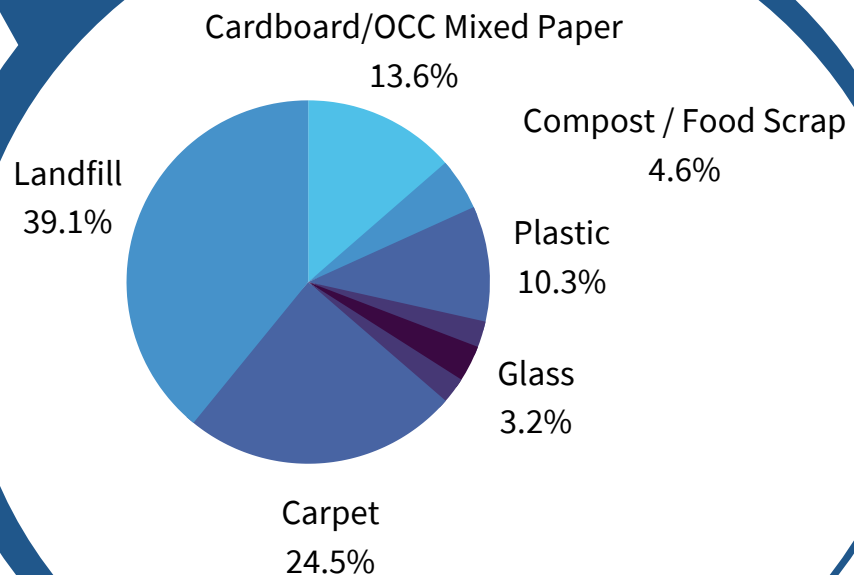


**WASTE GENERATED PER  
ATTENDEE:**

**8.5LBS**

**RECYCLABLES GENERATED  
PER ATTENDEE:**

**5.47LBS**

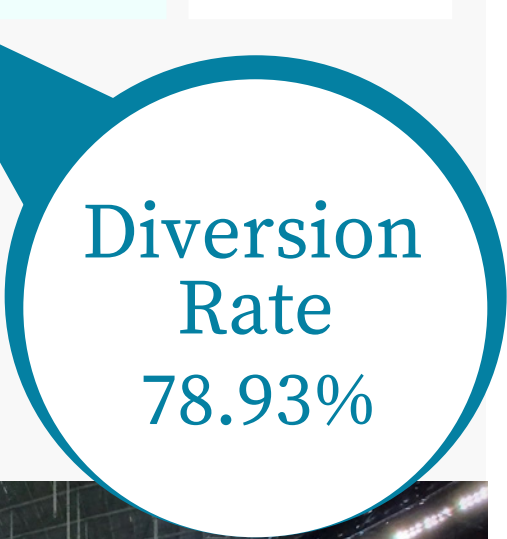
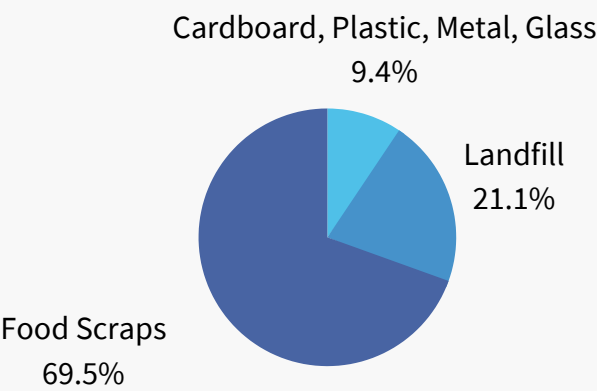




# TRADE SHOW IMPACTS

## ALLEGiant STADIUM WASTE DATA

### Waste Expo Opening Reception





# BEST PRACTICES

By committing to Inspiring Sustainable Development and Social Responsibility, we must consider the impact we have on the local community and our role within the Waste and Recycling industry. Crucial to successfully understanding both these impacts, we need to focus heavily on stakeholder engagement. This includes attendees, suppliers, sponsors, and exhibitors. This engagement helps to communicate sustainability goals and expectations of the event, prioritize issues, develop operational plans, inform, and encourage valuable feedback.

## Inspiring Sustainable Development



## Social Responsibility





# ATTENDEE ENGAGEMENT ON SUSTAINABILITY

## Pre Event

A sustainability page was created on the website identifying sustainability efforts of the trade show and key suppliers. It offered attendees and exhibitors tips on how to act more sustainably at the trade show. Articles on sustainability were included in newsletters leading up to the event.

## On Site

Attendees and exhibitors were reminded of the sustainability efforts of the event at various touchpoints including a section on the mobile app, signage throughout the venue, and a variety of sustainability focused sessions.

## Post Event

A survey is sent to all attendees and exhibitors to provide feedback and input on the sustainability program. In addition, the Sustainability Report is posted on the website.



Created Waste360 Sustainability Talks, a co-located event focused solely on sustainability to tackle today's biggest environmental challenges from food waste and packaging to plastics and achieving circularity. Its goal is to bring the right stakeholders together to lead the way in building a more sustainable future for our planet.

Educated the industry on food waste prevention and recovery within the Waste360 Food Recovery Forum



# VENDOR ENGAGEMENT

The internal WasteExpo team worked with key suppliers including the Las Vegas Convention Center, Allegiant Stadium, GES, and Centerplate early in the planning process to help determine sustainability goals for the event. This included setting expectations for waste reduction and diversion, procurement, and metrics tracking.



GES is the General Services Contractor for the show and is a major contributor to the success of the event. Waste Expo sustainability goals were communicated to GES to include a prioritization of sustainable materials, donation of materials, and reporting needs. GES provides a post event sustainability report which includes detailed show metrics regarding graphics, GES staff travel, and freight and fuels.



# PURPOSEFUL PARTNERSHIPS

Waste Expo's commitment to purposeful partnerships is to address key issues the industry faces and support the communities in which the event operates for the long term. Sustained and multifaceted partnerships are particularly important as they enhance both the event and the not for profit. WasteExpo and the Environmental Research & Education Foundation (EREF) have successfully partnered for 20 years, and the annual charity auction is an exciting highlight at the event. It gives us great pride to support EREF's mission. WasteExpo 2022 helped EREF raise an historic \$3.5 million. What a testament to the important work EREF does and the supportive community that comes together at WasteExpo to back this cause and mission.

## EREF Mission

**To advance scientific research  
and create educational  
pathways that enable  
innovation in sustainable waste  
management practices.**



**Environmental Research  
& Education Foundation™**  
*Lighting the way towards a more circular economy*



# BEST PRACTICES

## Environmental Responsibility



A key goal of all our events is to identify opportunities to reduce our carbon footprint through energy efficiency and consideration of our energy use, waste reduction and our procurement choices.



# WASTE MANAGEMENT REDUCTION & DIVERSION

By looking carefully at how we design and build the elements of the show, we strive to lead the way and demonstrate how events and exhibitions can be built in a way which deliver excellent customer experience but without generating unnecessary waste.

A three-stream waste management plan was implemented at the LVCC for the trade show. Several practices were put in place to support the plan to reduce waste produced and divert as much as possible. These efforts included:

- Back of house waste sorting team to properly divert all consumable materials into three streams: recyclables, food waste, and landfill.
- Compost bins were added to the food court and buffet areas in the LVCC.
- Centerplate worked with the WasteExpo to procure more sustainable serveware.
- Reusables serveware was used in meeting rooms, banquets, and receptions.
- Zero Waste Lunch to highlight the issues around food waste with a gourmet lunch made from food that would otherwise have been wasted.



**Plus, WasteExpo made a donation to a local food bank of \$1,500**

# PROCUREMENT

In addition to waste management practices on site, sustainable procurement of materials and utilization of electronic communication can contribute significantly to the conservation of resources, save money, and improve the attendee experience through increased engagement.

Aisle carpet was removed from the show floor. As a result thousands of lbs of carpet, padding, and tape were eliminated from the waste stream.

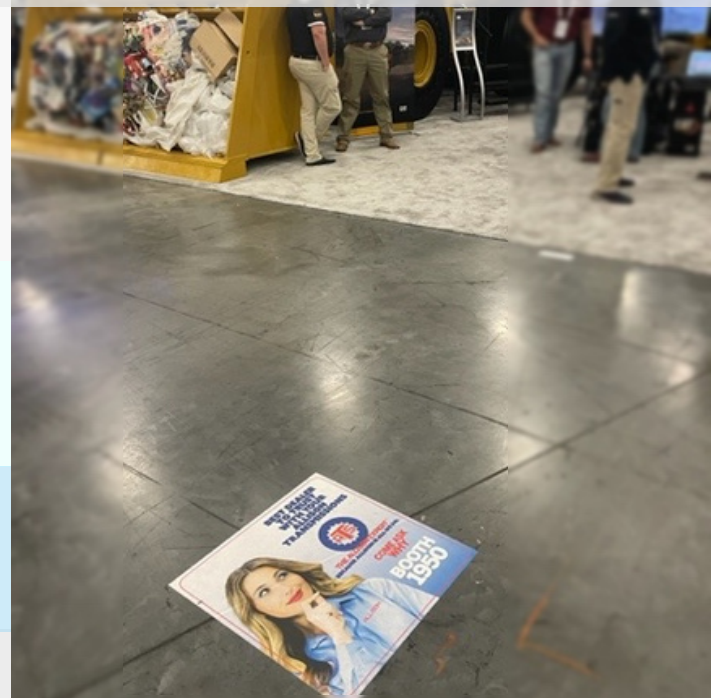
All signage produced was on recyclable carboard instead of non-recyclable foamcore.

Banners were repurposed into bags post event.

A mobile app was provided instead of a printed show program.

Offered a plant-based menu for the Sustainability Talks event

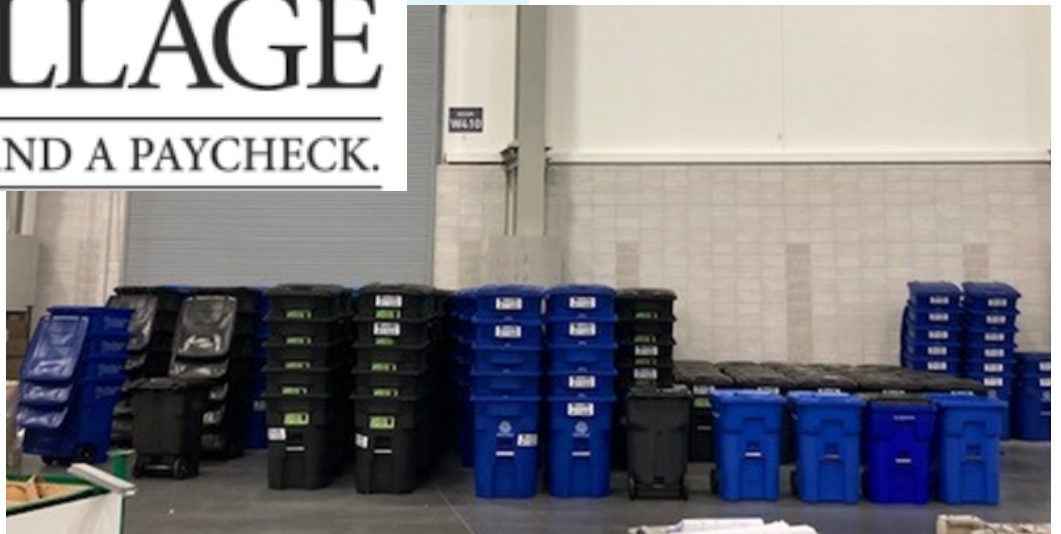
Used “ugly produce” to create delicious smoothies while attendees charged their phones with their own pedal power on blender bikes during Sustainability Talks



# DONATION PROGRAM

WasteExpo worked with GES to develop a post event material donation program with local Las Vegas non-profit, Opportunity Village. The process was communicated to exhibitors prior to the event, as well through signage placed at all exhibitor service desks. Potential booth items for donation included chairs, tables, etc.

To facilitate the process, an online form was created for exhibitors to indicate items they would like to be considered for the donation program. Once approved, Honeycomb Strategies representatives were available to provide donation stickers to exhibitors. For 2022, the only items donated were the sponsored waste totters that were placed throughout the venue. These were donated to the LVCC to support the implementation of a more robust front of house compost collection.





# ENERGY CONSERVATION

The energy used to power our events is a significant part of our events overall carbon footprint, and therefore our contribution to climate change. By requiring LED lighting for our booth packages, we reduce the energy use, per bulb, by approximately 80% when compared to traditional and halogen light bulbs.



By doing this we gain the benefits of reducing our environmental while utilizing fixtures with a higher quality light and therefore a better experience for our attendees.

Additional energy conservation efforts included:

To reduced energy consumption for the duration of the event, Waste Expo worked with the LVCC to limit the use of lighting, escalators, and HVAC systems during non-event hours.

All custom build exhibits were required to use LED lighting technologies.

Waste Expo provided discounts for the Las Vegas Monorail which connects the Las Vegas Convention Center to six additional stations along Las Vegas Boulevard.

While WasteExpo is making efforts to reduce the environmental impacts of the conference, it is also understood that these impacts will never be eliminated completely. Therefore, 100% of energy consumed at the show was powered by using Renewable Energy credits.

# THANK YOU

Thank you to the 2022 WasteExpo trade show suppliers for contributing to the content of this report including: Las Vegas Convention Center, Centerplate, and GES.



## Feedback

WasteExpo is committed to demonstrating leadership and constantly improving our operation, communicating our environmental commitment to all stakeholders and supply chains, and listening to and recording any feedback from stakeholders.

Please contact WasteExpo at: [laura.kelley@informa.com](mailto:laura.kelley@informa.com) to provide feedback in relation to the WasteExpo Sustainability Program.

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